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## PROSPECTS FOR THE DEVELOPMENT OF POST-WAR HISTORICAL TOURISM IN UKRAINE<sup>1</sup>

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**Summary.** *The article examines the losses of the economy, the state of historical and cultural heritage in Ukraine during the war period, and the possibilities of creating new tourist routes related to the events of the war, which have a significant impact on the further development of the country. The purpose of the article is to identify the prospects and opportunities for the development of post-war historical tourism in Ukraine in the post-war period. The study focuses on the formation of a new tourism product that can contribute to the preservation of historical memory, revival of cultural heritage, and stimulation of domestic and inbound tourism, based on the experience of other countries. To solve the identified problems, the article uses the following methods: general scientific and special methods of cognition of economic reality; methods of structural and logical analysis; the method of detailing and synthesis; and comparative analysis. The article considers the essence and significance of post-war historical tourism as an important direction in the modern tourism industry, in particular in the context of post-war Ukraine. The article analyses the historical and cultural context of military events, their impact on the formation of collective memory and the potential of using places of memory as tourist attractions. The article examines the international experience of post-war tourism development, the possibility of adapting successful models for Ukraine, as well as the ethical aspects of using war-related objects.*

**Keywords:** *Development, driver of the economy, financial support, tourist product, post-war historical tourism, memory tourism, historical and cultural heritage.*

**JEL classification:** *M20, R11, Z32.*

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**The problem statement.** Since the beginning of 2022, Ukraine has been in a state of full-scale military aggression, which has caused significant losses to the economy, as well as to its cultural and historical heritage. At the same time, it is now necessary to plan measures that will help restore the country after the end of active hostilities. One of the most promising areas is the development of post-war historical tourism, which can perform not only an economic but also a social function, contributing to the preservation of historical memory and the consolidation of society. However, the development of tourism in the postwar period is fraught with a number of problems. Destroyed facilities related to military events need to be restored, and their adaptation to tourist needs requires significant investment. The absence of a clear strategy for integrating post-war historical tourism into the global tourism industry, as well as insufficient study of international experience, complicate the development of this area. Another problem is ethical challenges: using tragedy sites for tourism purposes requires a delicate approach that considers emotional, cultural and social aspects. In addition, the ongoing hostilities create additional security risks that limit the possibility of full tourism development now. These factors necessitate a comprehensive analysis of the prospects for post-war tourism development in Ukraine, considering current challenges and long-term opportunities for its implementation after the war.

**Analysis of research and publications.** The development of post-war historical tourism after the war has attracted the attention of researchers due to its ability to combine cultural, historical and educational functions. Not many scientists and scholars studied this type of tourism in Ukraine before the Great War, but even now post-war historical tourism is not one of the key topics of research by domestic scholars. There are different scientific views on this type of tourism, but there are still virtually no fundamental works. A. Melnyk, D. Kadnichansky, N. Kadnichanska, V. Kushnarev, O. Polishchuk, M. Kliap, F. Shandor, and others pay attention to the problems of historical tourism development.

**The relevance of the topic** is due to the importance of preserving the memory of the tragedies of the war and the importance of restoring destroyed sites that can become tourist attractions. Ukraine has all the prerequisites for the successful development of this area, given its rich historical and cultural context, which, unfortunately, continues to grow in 2024.

**The purpose of this article** is to analyse and identify the prospects for the development of post-war tourism in Ukraine, to study international experience, ethical aspects and potential challenges, and to identify ways to use this area as a tool for the restoration and promotion of the most affected regions of the country.

**Introduction.** When considering the role of post-war historical tourism in the context of Ukraine's recovery from the war with Russia, it is worth emphasising its potential priority among other types of tourism. Post-war tourism, which combines the preservation of historical memory with the development of tourism infrastructure, has the potential to become an important destination for both domestic and international tourism. After all, interest in visiting the places where the fighting took place and learning about the key events of the war can become a magnet for an international tourist audience. After the liberation of all occupied territories, Ukraine will be able to attract foreign visitors by turning war monuments



into important cultural and educational tourist attractions, which will help strengthen its position on the global tourism scene.

The concept of 'post-war historical tourism' is still a subject of academic debate. This is due to the lack of a unified approach to defining this phenomenon in modern tourism science. In particular, in the XXI century, tourism studies has not developed an established concept that would clearly define its structure, classification of types and resource provision. The problem also lies in the multidimensionality of this phenomenon, which includes visits to battlefields, memorial complexes, military museums, and participation in reconstructions of historical events. Each of these areas has its own specifics, which makes it difficult to create a universal approach to its study.

A. Melnyk, M. Klyap and F. Shandor consider military tourism as a form of tourism aimed at visiting locations related to the activities of the armed forces, their operations and military events [8]. In addition, they offer the following classification of this type of tourism:

- Military and historical tourism: visiting historical sites and museums;
- Weapons tourism: shooting from different types of weapons: streetball or paintball, visiting gun and knife shops;
- Military tourism: life in the army: participation in military training programmes, scouting, visiting various facilities and training grounds, riding on military equipment, flying military aircraft and helicopters, fighter jets;
- Military tourism: visits to 'hot' spots of the planet and places of combat operations.

In scientific studies, V. Kushnarev and O. Polishchuk define military tourism as equivalent to military tourism and point out that military tourism belongs to specialised types of tourism. [7].

D. Kadnichansky and M. Kadnichanska also make an important contribution to the theoretical debate on military tourism by proposing to distinguish between the concepts of 'military' and 'military'. According to their classification, 'war' tourism covers a wider range of topics related to war in general, while 'military' tourism focuses on military aspects. This approach allows us to define various military-related tourism products and develop appropriate marketing strategies more accurately [6].

As we can see in the scientific literature, there is still no clear definition of post-war historical tourism, but after analysing it, we can conclude that it is a specialised type of tourism that attracts travellers interested in the history of military conflicts and the preservation of historical memory. This type of tourism often combines elements of extreme sports, research and cognition, which allows tourists to feel like participants in historical events.

When considering the importance of this type of tourism in the context of post-war recovery, it is important to emphasise its potential to become one of the leading destinations for tourism in Ukraine. The growing interest in the places where the fighting took place, in the hero cities that are symbols of the resilience and courage of the Ukrainian people, and in topics related to key events of the war can attract both domestic and foreign tourists.

Ukraine, with its rich historical heritage full of military events, has a unique potential for the development of post-war historical tourism. For many centuries,





battles took place on our lands, leaving behind many monuments - castles, fortresses, memorials - that testify to the heroic past of the Ukrainian people. Among them you can find objects related to the Polish, Austro-Hungarian, German armies and other military conflicts. Many of these sites have been restored after devastating military operations that damaged both local communities and historical and cultural heritage.

Unfortunately, the full-scale Russian aggression has added new, tragic pages to this list. Recent events have added new places to the list of locations that may be of interest to tourists. Battlefields, destroyed towns and villages have become a testament to the indomitable Ukrainian spirit. These places of remembrance can be a powerful tool for preserving historical truth, fostering patriotism, and attracting tourists seeking to understand current geopolitical processes. The potential of Ukraine to develop post-war historical tourism is also confirmed by international interest. One of the largest wars in Europe after the Second World War has drawn the world's attention to Ukrainian realities. Evidence of Russian aggression recorded in cultural heritage can become unique examples for studying modern military tourism in the European context. The changed image of the territories - from once touristically attractive for recreation to strategically important during the war - allows for the development of new tourism products.

Post-war historical tourism is a niche in which each country has its own characteristics, taking into account the specifics of the events and resources of the destinations, and taking into account the needs of tourists, their interests and motivation. In general, this type of tourism remains highly specialised and is usually primarily of interest to those with a professional or academic interest in military history, such as anthropologists, historians, ethnographers or guides, students and schoolchildren. However, due to the high level of integration into the international political, social and information space, as well as the increased interest in the country as a whole, this trend may change, and the post-war historical Ukraine will become one of the destinations for a wider range of tourists. In Europe, for example, there are travel companies that specialise in organising military tours, and in this context, Ukraine has every chance of becoming an attractive destination. An important aspect that may attract attention is the variety of tourist resources related to military history, including events that were important not only for Ukraine but also for other countries. For example, for tourists from many countries, these may include sites related to the First and Second World Wars; for Poles, locations related to Polish-Ukrainian conflicts; for the French, the events of the Napoleonic Wars; for Turks, the sites of the Russian-Turkish Wars; for Swedes, the Battle of Poltava. This diverse historical context makes Ukraine unique on the global tourist map.

International experience clearly demonstrates that even after large-scale armed conflicts, countries are able not only to restore but also to actively develop their tourism sector. In this process, historical, cultural and natural resources, as well as the efforts of local communities and governments to create a new image of the country, play a special role.

For example, Bosnia and Herzegovina, which experienced a devastating war in 1992-1995, managed to turn its tragic history into a basis for tourism growth. After the conflict ended, the country began to show an annual increase in tourist arrivals



of 24%. According to the World Tourism Organisation, by 2020, Bosnia and Herzegovina was expected to rank third in the world in terms of tourism development. In 2010, Sarajevo was included in the list of the top 10 cities to visit according to the Lonely Planet guidebook. As early as 2019, tourism accounted for 10.5% of the country's total GDP [4]. Tourists were attracted by places associated with the war, the opportunity to honour the memory of the dead and explore the consequences of the armed conflict.

Georgia, which suffered during the Russian-Georgian war in 2008, is also an example of a post-war tourism sector recovery. The armed conflict had a negative impact on the country's tourism industry: the summer and autumn seasons of that year were accompanied by a sharp decline in demand, and hotels and other facilities remained empty. The Georgian government has taken a number of strategic measures to restore its position in the international tourism market. Thanks to an active advertising campaign aimed at creating a positive image of the country, tourism became a key driver of the economy in a few years. Georgia used its cultural, historical and natural resources to attract tourists again[10].

Israel is another prime example of a country that has been able to develop tourism even in the context of a protracted military conflict. Israeli-Palestinian tensions, which date back to 1947, have not prevented the country from becoming a popular tourist destination. Despite the constant risks, tourism accounts for 6.2% of the country's GDP. The most attractive types of tourism are pilgrimage, medical and cultural tourism. A steady flow of visitors is ensured by unique historical and religious attractions that make Israel an attractive destination even during military operations [9].

These examples show that with a competent approach and international support, countries can not only restore the tourism industry after conflicts, but also create new prospects for economic growth and cultural exchange. The successful experience of countries such as Bosnia and Herzegovina, Georgia, and Israel can be useful for Ukraine in the post-war period, as tourism development contributes not only to economic recovery but also to the formation of a positive image in the international arena [6]. However, it is worth remembering that the war in Ukraine is an unprecedented tragedy that has caused destruction on a scale unparalleled in modern history. No other country has faced such large-scale challenges in restoring the tourism industry after an armed conflict. Reanimation of the Ukrainian tourism market is a complex process that requires the development of individual strategies and consideration of the unique characteristics of our country.

The current war in Ukraine has created tragic, yet unique, conditions for the development of post-war historical and memory tourism. Russia's military aggression has led to large-scale destruction that has significantly changed the appearance of many Ukrainian cities and villages, leaving a deep mark on the country's cultural, historical and architectural heritage. This destruction not only served as a painful reminder of the consequences of the war, but also sparked the need to preserve and understand what happened.

As of October 2024, 2109 cultural infrastructure sites have been destroyed in Ukraine, of which 1179 are cultural heritage sites [2]. In particular, 120 sites have the status of national importance, representing important pages of Ukrainian history

and culture. Sites of local significance include 990 monuments that were an integral part of the regional identity and life of local communities. The newly discovered monuments, 69 in number, are new historical discoveries that, despite their recent status, have already lost much of their value due to the hostilities [1]. At the moment, a large part of Ukraine's settlements are still under occupation, which makes it difficult to obtain complete data on the extent of the destruction and the number of victims. This uncertainty suggests that the actual number of such settlements and the affected population may be significantly higher than officially recorded.

These figures reflect the scale of the losses suffered by Ukrainian culture and at the same time highlight the unique potential for creating new formats of tourism activity. Visiting destroyed cultural sites can become an important element of memory tourism, which aims to understand historical events, honour the dead and preserve the lessons of war for future generations. At the same time, these sites are gaining importance for the international community, which seeks to understand the real scale of the destruction and trials that Ukraine has endured.

Organising the process of visiting places associated with military operations is a complex task that requires a comprehensive approach. First of all, it is necessary to conduct an inventory of objects that can be included in tourist routes. These include destroyed buildings, memorials, key battlefields, military fortifications, museums documenting the course of the war, and other landmarks. These sites should be brought to a safe condition, with appropriate construction and restoration work carried out or special conditions created for tours that preserve the authenticity of the destruction as evidence of historical events.

Post-war historical tourism is inextricably linked to 'memory tourism', as both are aimed at preserving the collective memory of tragic events of the past, honouring the victims of war, and shaping national consciousness and raising the level of patriotism. Memory tourism covers cemeteries, memorials, and places where historically significant events took place, including those related to wars, genocide, deportations, and citizens' efforts to overcome the consequences of these events. In the case of Ukraine, post-war tourism can become not only a tool for perpetuating the memory of the tragedy of the Ukrainian-Russian war, but also an important means of international dialogue.

For the effective development of post-war historical tourism in Ukraine, a number of strategic measures need to be taken to create a modern tourist infrastructure, preserve historical heritage, and attract tourists from both Ukraine and abroad.

First and foremost, specialised tourist routes should be developed to cover key war-related sites: battlefields, destroyed cities and other sites of historical significance. The inclusion of both major and lesser-known locations in the routes will ensure a variety of tourist offers that will satisfy the interests of different categories of tourists, from historians to ordinary travellers. Equally important is the creation of an information base that will serve as the basis for promoting post-war historical tourism. This database should include user-friendly printed materials such as guidebooks and booklets, as well as modern digital resources such as mobile applications and interactive maps. They will contain detailed information about the sites, their history, significance, and recommendations for visiting.





The peculiarity of military tourism is the need to engage qualified specialists.

Training guides and tour guides who can present information not only from a historical perspective but also taking into account the emotional sensitivity of the topic is one of the key tasks. Such specialists must undergo appropriate training to ensure a high-quality level of service and a professional approach to covering tragic events.

The destruction caused by the war also requires attention. Although many destroyed buildings can be used as authentic evidence of events, some of them require conservation or restoration. This will preserve their historical value and ensure the safety of visitors.

Organising memorial events is also an important tool for developing memory tourism. Such events not only honour the victims of the war, but also become a platform for international dialogue. They can attract both Ukrainian and foreign tourists, creating an emotional connection with the tragic pages of history [5].

International cooperation is another important area of activity. Active engagement with international organisations, such as UNESCO, that are involved in the preservation of cultural heritage and tourism development, opens up opportunities for financial support, exchange of experience and promotion of Ukrainian tourism products on the global market.

Modern technologies play a significant role in the development of this area. The use of virtual reality, online tours and interactive platforms will make places that are still difficult to access or are in the recovery zone accessible to tourists around the world.

Finally, the creation of memory museums is an important component of post-war historical tourism. Such museums can become centres not only for tourism, but also for educational and research activities. They will provide comprehensive information about the events of the war, help preserve memory and foster awareness of historical lessons.

The development of post-war historical tourism requires support at all levels, from government policy to community initiatives [3]. Private enterprises also play an important role, as they can invest in the development of tourist infrastructure and the creation of new tourist products. Successful development of this area will not only contribute to the economic growth of the regions, but will also help to establish Ukraine's role as a country that remembers its history and seeks to perpetuate it for future generations.

**Conclusion.** Based on the analysis, it can be concluded that Russia's full-scale war against Ukraine has a devastating impact on the tourism industry, creating numerous challenges for its recovery and development. However, the experience of other countries that have overcome the consequences of war shows that these challenges can become the basis for new opportunities. After the end of hostilities, Ukraine will be able not only to restore its tourism infrastructure but also to create a unique post-war historical tourism that can attract both domestic and international tourists and is aimed at fostering a conscious attitude to history and preventing the repetition of past mistakes. A special role in this process will be played by such types of tourism as 'memory tourism', which will help to honour the victims of the war and preserve historical heritage, and 'war tourism', which will reveal the scale of destruction and tragedies caused by aggression.

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## ПЕРСПЕКТИВИ РОЗВИТКУ ПОВОЄННОГО ІСТОРИЧНОГО ТУРИЗМУ В УКРАЇНІ

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